

# Wheat Ridge

The Other Christmas Seal

*The Booklet Seals (1910-1942)*

A Gold Award Stamp Exhibit

by

Alan Moll

# Wheat Ridge – The Other Christmas Seal

## The Booklet Seals (1910-1942)



Example of tent shown on first seal.

Wheat Ridge Christmas Seals were issued to raise money for the Evangelical Lutheran Sanitarium, Wheat Ridge, Colorado. The sanitarium treated tuberculosis patients housed in tents in the Colorado mountains, taking advantage of the high altitude and pure, dry air that was believed to cure the disease.

Because of the success of the Red Cross Christmas Seal campaigns, the Wheat Ridge Sanitarium pursued this fundraising method in 1910. The Walther League, the youth organization of the Lutheran Church - Missouri Synod, sold the booklets to church members and raised \$725. Wheat Ridge is the only U.S. charity authorized to use the American Lung Association's trademark term "Christmas Seals."

This exhibit explores the production and use of the Wheat Ridge seals produced in booklet format. A booklet pane is shown for each year except 1910, where no pane is known to exist. Produced only in booklets from 1910 to 1928, the booklets were gradually phased out from 1929 to 1942 and replaced with sheets of seals. Key items of this exhibit include:

- 1910 Cover
- Plate Proof Multiples
- 1912 Booklet Pane
- Covers with tied-on seals showing a variety of postal rates
- 1919 and 1920 Essays
- 1910 Seal
- 1920 Booklet Pane

Based on funds raised from 1910 to 1924, Wheat Ridge seals are 100 to 600 times scarcer than the National Christmas Seals. Few examples exist where the seal is tied to the cover.



1910 Seal on Dec 22, 1910 Postcard with Foreign Destination

(Fewer than twenty 1910 covers are estimated to exist.)

ESSAYS

The only documented Wheat Ridge essays are from the 1919 and 1920 issues. Both show a preliminary design that is close to the regular version.



# **Essay 1919 Regular**

Essay has "Sanitorium" instead of "Sanitarium", "Wheatridge" instead of "Wheat Ridge", and a background of horizontal dots instead of diagonal. It is perforated in sheet format, although no regular sheets were produced.



## **Essay 1920 Regular**

Essay has background of diagonal dots instead of lines. It has less detailed shading and uses a lighter shade of green.

## **PRODUCTION PROOFS**



1927 plate proof shows a portion of the sheet of seals prior to being perforated and cut into panes. The tab at the left would hold the booklet staple. Blue color and some black missing.

## PRODUCTION PROOFS



These plate proofs from 1918, 1929, and 1931 show a portion of the sheet that has been rouletted or perforated vertically to produce booklet panes. The next step would be to trim the excess edges and cut the panes horizontally.



## PROGRESSIVE COLOR PROOFS



These proofs show the progression of inking used to create the final product. Printed on heavy unguammed paper. Wheat Ridge PCPs were first produced in 1933.



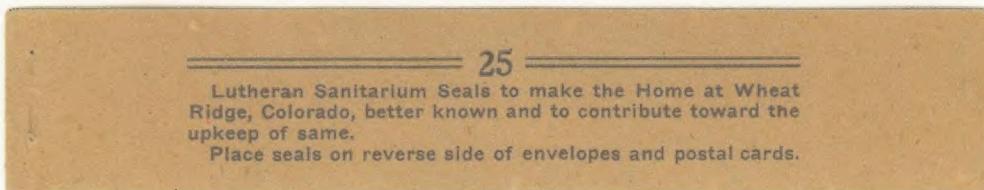
1934 PCP pair showing register marks in left margin.

## BOOKLET COVERS



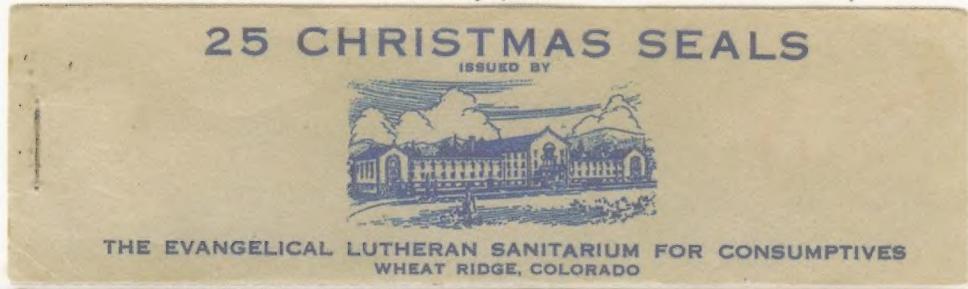
1911

1911-12: booklets covers are plain with no text (no 1910 covers known to exist).



1914

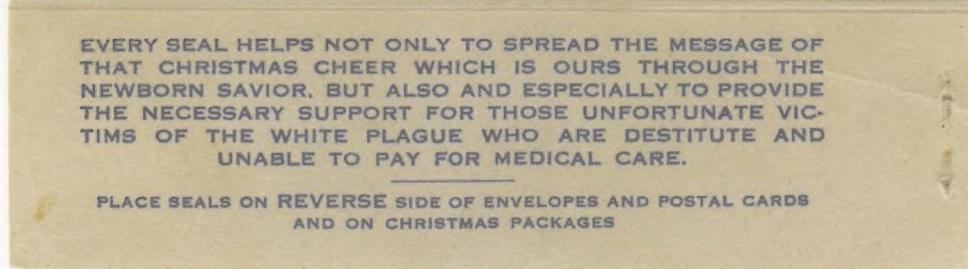
1913-21: text on front cover only (no 1920 covers known to exist).



1922

EVERY SEAL HELPS NOT ONLY TO SPREAD THE MESSAGE OF THAT CHRISTMAS CHEER WHICH IS OURS THROUGH THE NEWBORN SAVIOR, BUT ALSO AND ESPECIALLY TO PROVIDE THE NECESSARY SUPPORT FOR THOSE UNFORTUNATE VICTIMS OF THE WHITE PLAGUE WHO ARE DESTITUTE AND UNABLE TO PAY FOR MEDICAL CARE.

PLACE SEALS ON REVERSE SIDE OF ENVELOPES AND POSTAL CARDS  
AND ON CHRISTMAS PACKAGES



1922-25: view of new sanitarium on the front and text on the back.



1926

1926-27: sales, distribution, and publicity acknowledgements added.



1928-42: all are same size, with same basic design and identical text on back (1928 covers shown).

## BOOKLET CONSTRUCTION



The makeup of the 1910 booklets is unknown. 1911 booklets had 20 panes of 5 stamps. From 1912 on, all booklets consist of front and back covers, 5 panes, 5 or 6 interleaves, and a staple. (Note cutting marks at lower right of panes, used as a guide to cut sheets.)

## BOOKLET PRODUCTION

Production figures are unavailable for the early years, but funds raised by the sale of these booklets give an idea of the number sold. Booklets of 25 seals were sold for 25 cents.

<b>1910</b>	<b>\$725</b>	<b>1917</b>	<b>\$2,784</b>	<b>1924</b>	<b>\$39,101</b>
<b>1911</b>	<b>\$2,110</b>	<b>1918</b>	<b>(none sold)*</b>	<b>1925</b>	<b>\$56,362</b>
<b>1912</b>	<b>\$3,502</b>	<b>1919</b>	<b>\$5,423</b>	<b>1926</b>	<b>\$56,019</b>
<b>1913</b>	<b>\$3,732</b>	<b>1920</b>	<b>\$8,308</b>	<b>1927</b>	<b>\$62,495</b>
<b>1914</b>	<b>\$3,130</b>	<b>1921</b>	<b>\$8,708</b>	<b>1928</b>	<b>\$73,815</b>
<b>1915</b>	<b>\$2,527</b>	<b>1922</b>	<b>\$29,110</b>		
<b>1916</b>	<b>\$2,271</b>	<b>1923</b>	<b>\$35,352</b>		

\* Seals were produced and distributed in 1918, but money was not collected due to the war.

**1910 – 1912 (Edgewater Issues)**



1910

Rouletted 11½. Illustrates a tent in which tuberculosis patients lived.  
(no complete pane known to exist)



1911

Rouletted 11½ . Change in wording and fancier border.



1912

Rouletted 9½. Cross, anchor, and heart. Less than ten panes estimated to exist.



Dec. 23, 1912, Fort Wayne, Ind, Postcard Rate

Contrary to USPOD directives, this seal was placed on the same side as the stamp.

1913 – 1916

Although the sanitarium didn't move, Wheat Ridge is the specified location from 1913 on.



Biblical "Good Samaritan." Yellow stars in corners. Perf. 12, usual rough cut.



Design as 1913, but with orange stars in corners.



1914 Seal on 1915 Postcard – Dec 20, 1915, Akron, Ohio

Possibly to save money, no seals were printed in 1915. Seals from previous years used.



Design and colors as 1913, but rouletted instead of perforated.

1917 – 1918



1917

Seal commemorates 400<sup>th</sup> anniversary of the Lutheran Reformation.  
Center contains Luther's coat of arms.



1918

Design same as 1917, but with dates removed.  
Last Wheat Ridge seal to use rouletting.



Dec 22, 1917, Arcadia, Ind., Wartime Postcard Rate

1919 – 1921

View of proposed sanitarium building, completed in 1921.



Less than five 1920 panes estimated to exist.

Most 1920 seals were destroyed when a train carrying the main shipment derailed and burned.



1920 seal properly placed on reverse of postcard.

1919 seal on Dec 1920, Minn. Postcard.

1922 – 1924



Shepherds and Star

Holy Family and Shepherds

Wise Men and Star

Luther's Coat of Arms and the Walther League Emblem are displayed in the corners.

Ludwig, 1101 Kingsley St. Buffalo, N.Y. U.S.A.



Dec 6, 1924, Foreign Dest., Registered – Postmarked Buffalo, NY; New York Foreign; Saalfeld, Germany

1925 – 1926



1925

Angel with Shepherds



1926

Jesus with Joseph, Mary and Shepherds

Many of the 1926 panes contain a portion of a sixth stamp instead of a blank tab. It appears that an extra column of stamps replaced the center gutter on the plate layout.



Dec 22, 1926, Ludington, Mich., Postcard Rate

1927 – 1929

1927



Good Samaritan

1928



Mary and Jesus

1929



Wise Men and Star



Beginning in 1929, Wheat Ridge seals were produced in both booklets and sheets. The above strip of 10 was taken from a sheet of 100. Note that no margins or gutters are included for forming booklet pairs. Sheets were used for direct mail sales that solicited contributions.



Dec. 1927, Marshfield, Oreg., Postcard Rate

Dec. 14, 1929, Havre, Mont., Return to 1¢ Rate

1930 – 1934



Dec 1934, New Ulm, Minn., Postcard Rate

1935 – 1939



1935

1936



1937

1938



1939

Wheat Ridge archives show that 1935 and 1938 seals were printed by the  
Columbian Bank Note Company of Chicago.

20,000,000 seals were ordered in 1935 and 25,000,000 in 1938.



Dec 25, 1936, Wheat Ridge, Colo., First Class Letter Rate

1940 – 1942

1940



1941



1942



#### Last Booklet Pane Issued – Note Register Mark

The seals from 1940 to 1942 were printed by the Eureka Specialty Printing Company, Scranton, Pennsylvania. 30,427,500 were ordered in 1940; 34,428,125 in 1941; and 35,520,000 in 1942.



1942

#### Last Complete Booklet

From 1929 to 1942, booklet seals were gradually phased out in favor of the sheets of seals. In 1935, 50% of the seals were in booklets. In 1938, 36%. In 1940, 27%. In 1941, 22%. And, in 1942, only 8% of the Wheat Ridge seals were produced in booklets.



Booklet Stamp on Dec. 25, 1940, Wheat Ridge, Colo., Third Class (printed matter) Rate